



CIM
Audio Time
2023

ON AIR



CIM Audio Time 2023 – Second Edition



What is CIM Audio Time ?

Measurement of **ALL** radio and audio consumption : radio, streaming, owned music...

Including **local and international** players

At quarter hour level for one day including :

- Audiotype
- Brand
- Device
- Location

This is the second edition of CIM Audio Time

1st edition : November – December 2021

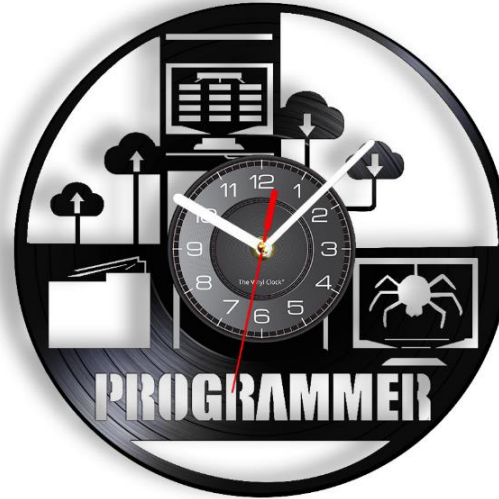
2nd edition: October – December 2022



CIM Audio Time 23 – Key takeaways



Very **stable** Radio
and Audio time
consumption



Audio **digitalization**
keeps going:
More DAB, more
podcasts, more
streaming

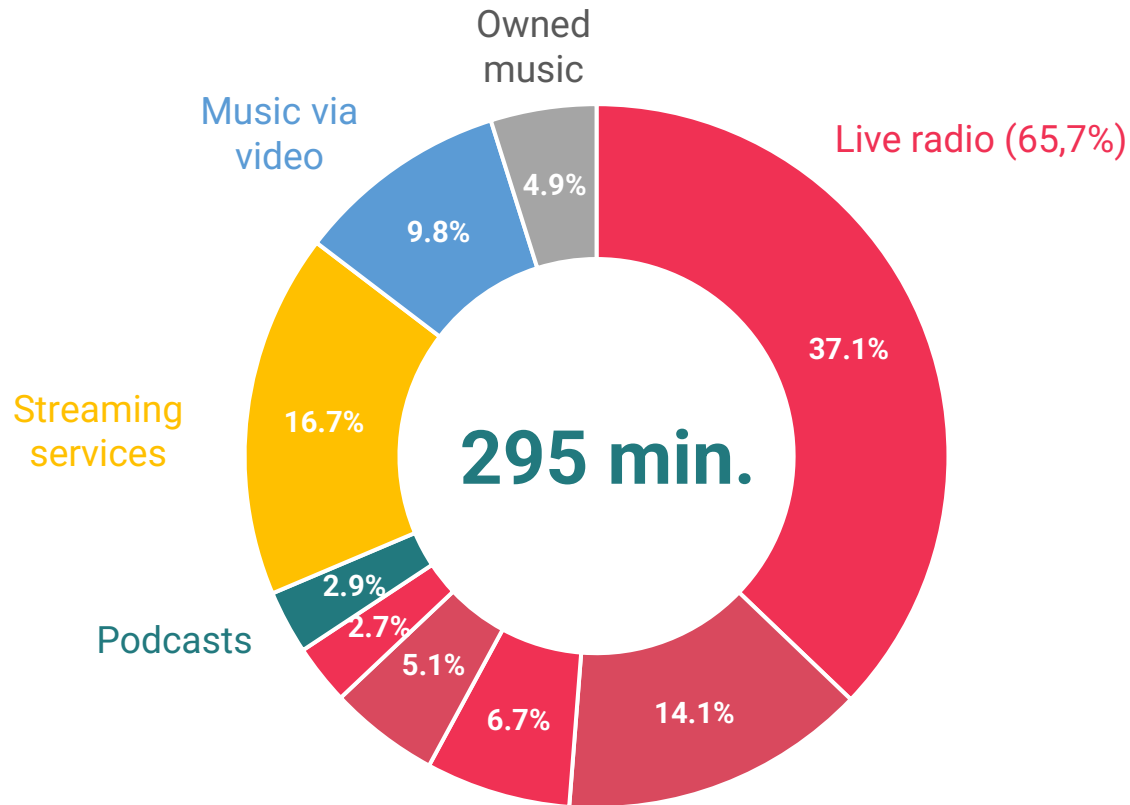


Back to work!

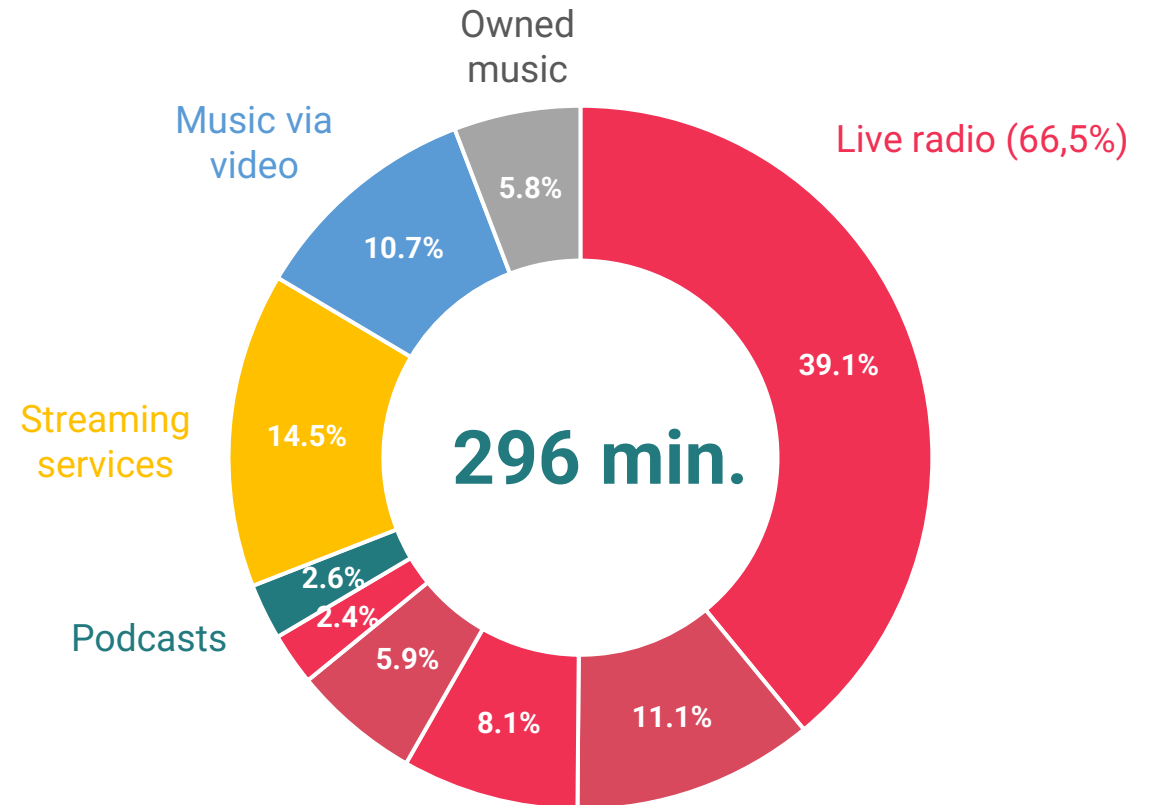


CIM Audio Time 23 – The share of Audio Time (Avg. day time spent)

2023



2022

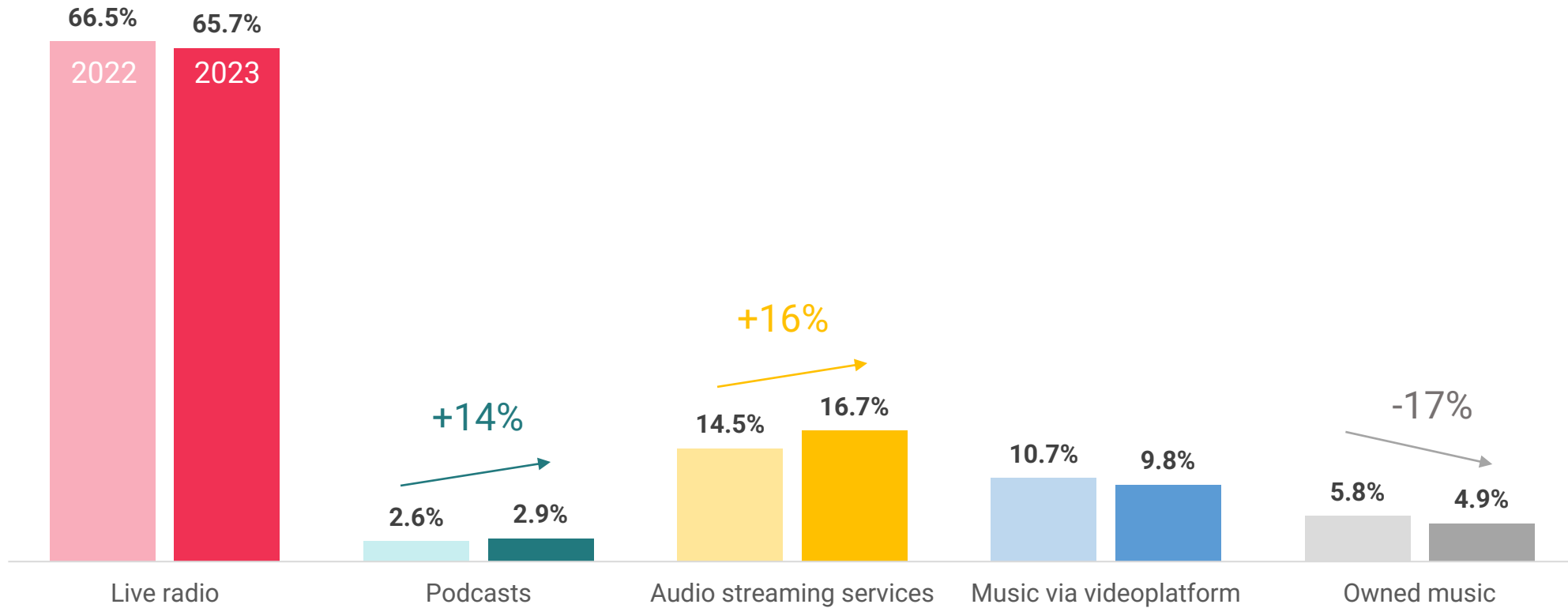


Unchanged duration of 4h55 minutes of audio by day !

Stable largest share for live radio



CIM Audio Time 23 – The share of Audio types (Avg. day time spent)

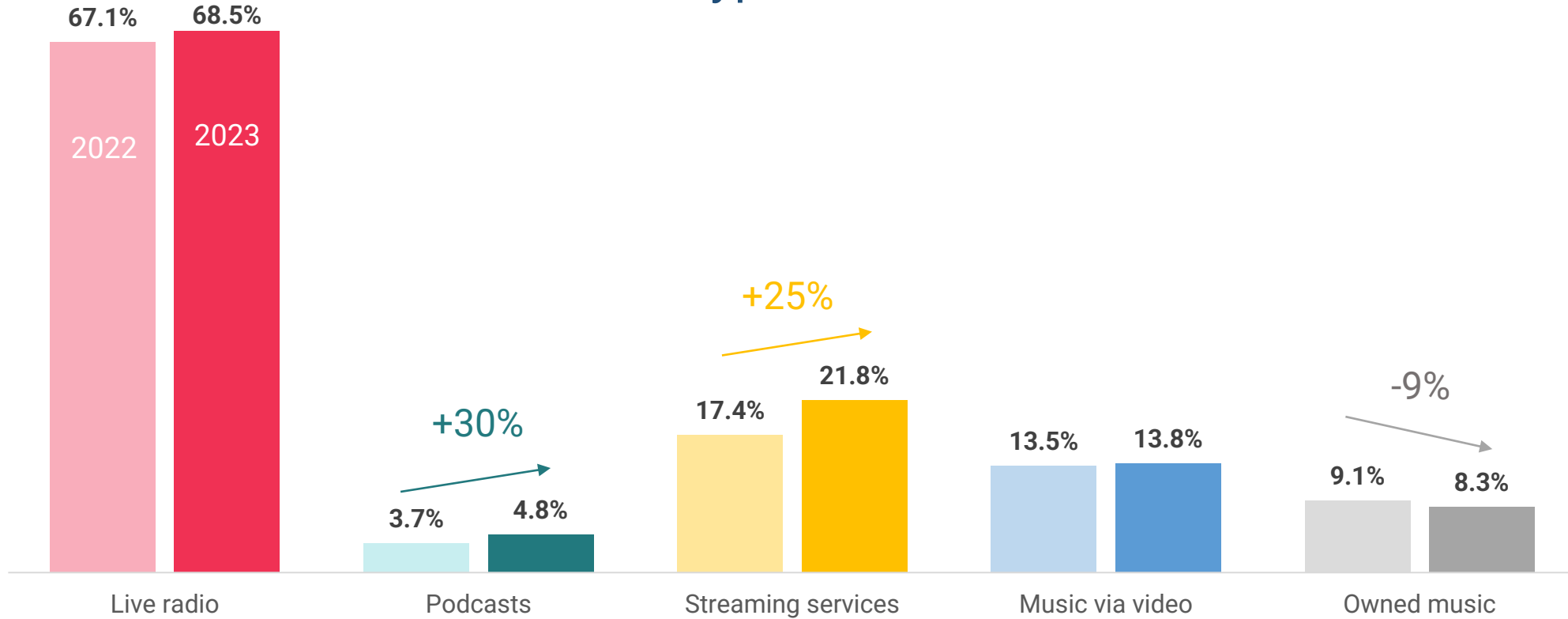


Online listening keeps growing. To the detriment of owned music ?
Radio remains stable



CIM Audio Time 23 – The reach of Audio types (Avg.day)

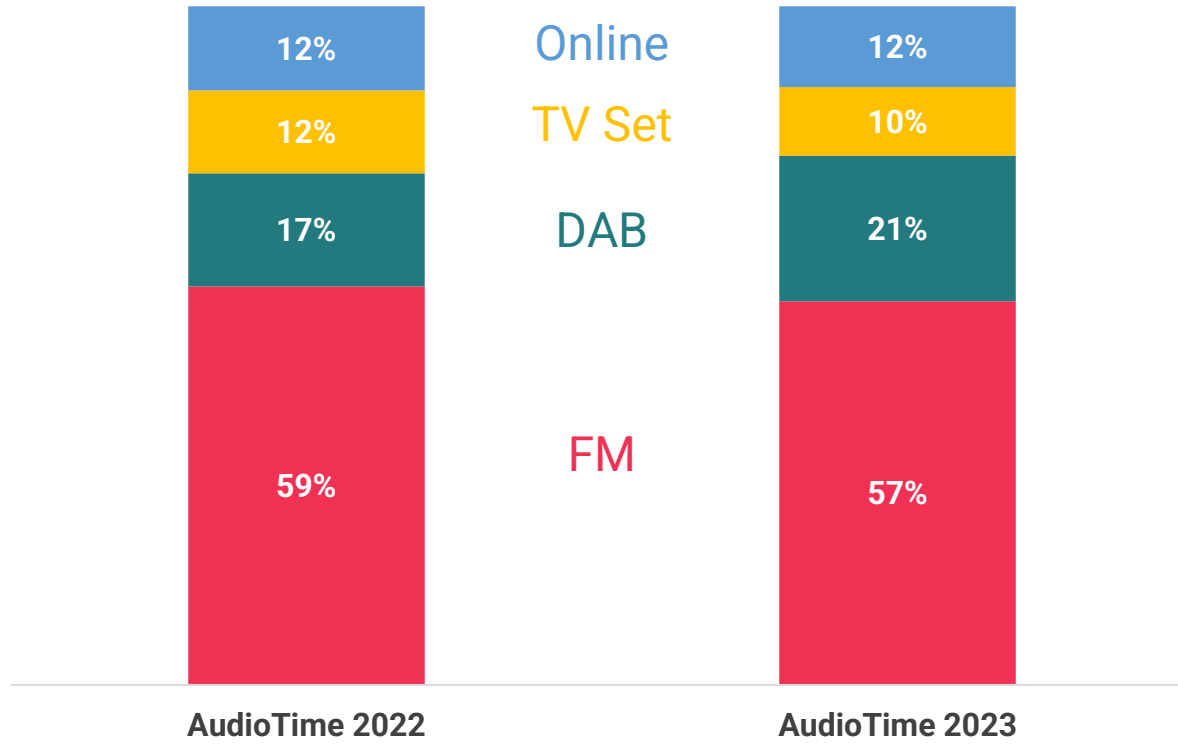
All audio types 86,6% (vs 84,7% in 2022)



Same evolutions, even stronger, in reach



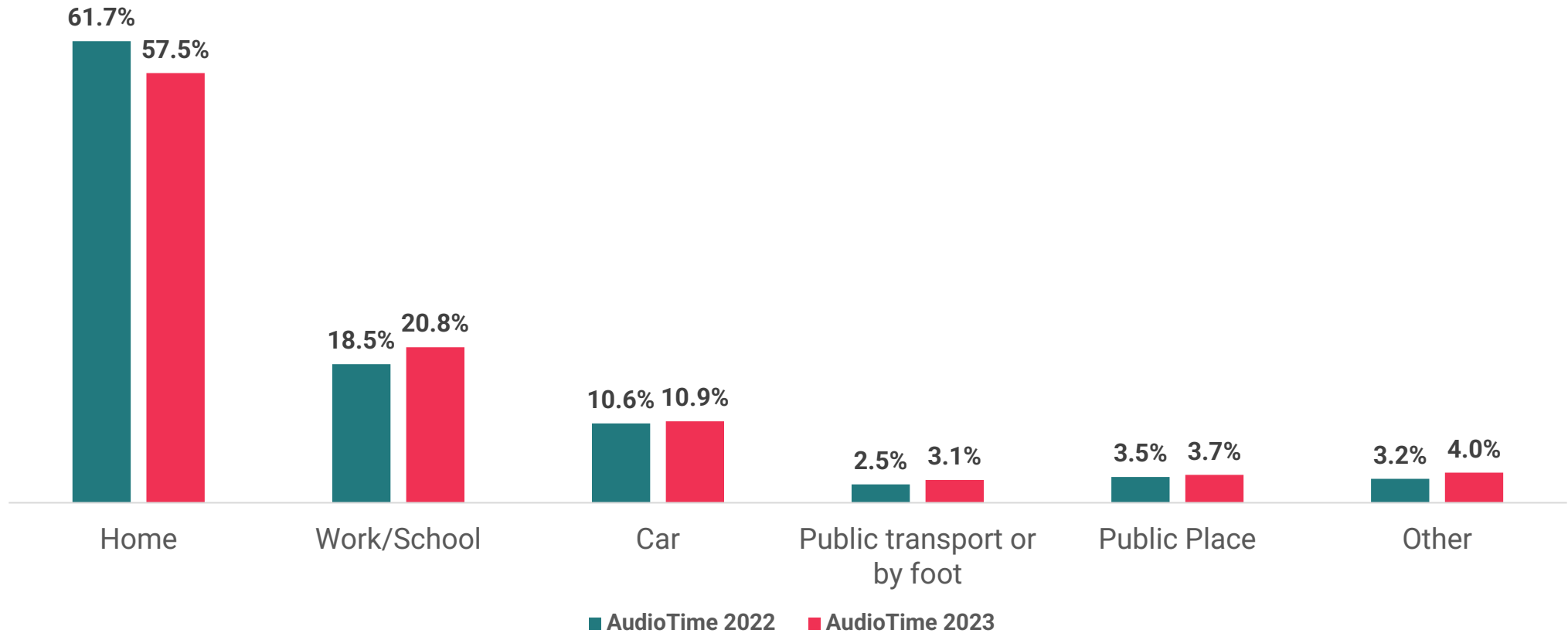
CIM Audio Time 23 – Split of live radio (Avg. day time spent)



Significant increase of DAB (+28%) to listen to live radio



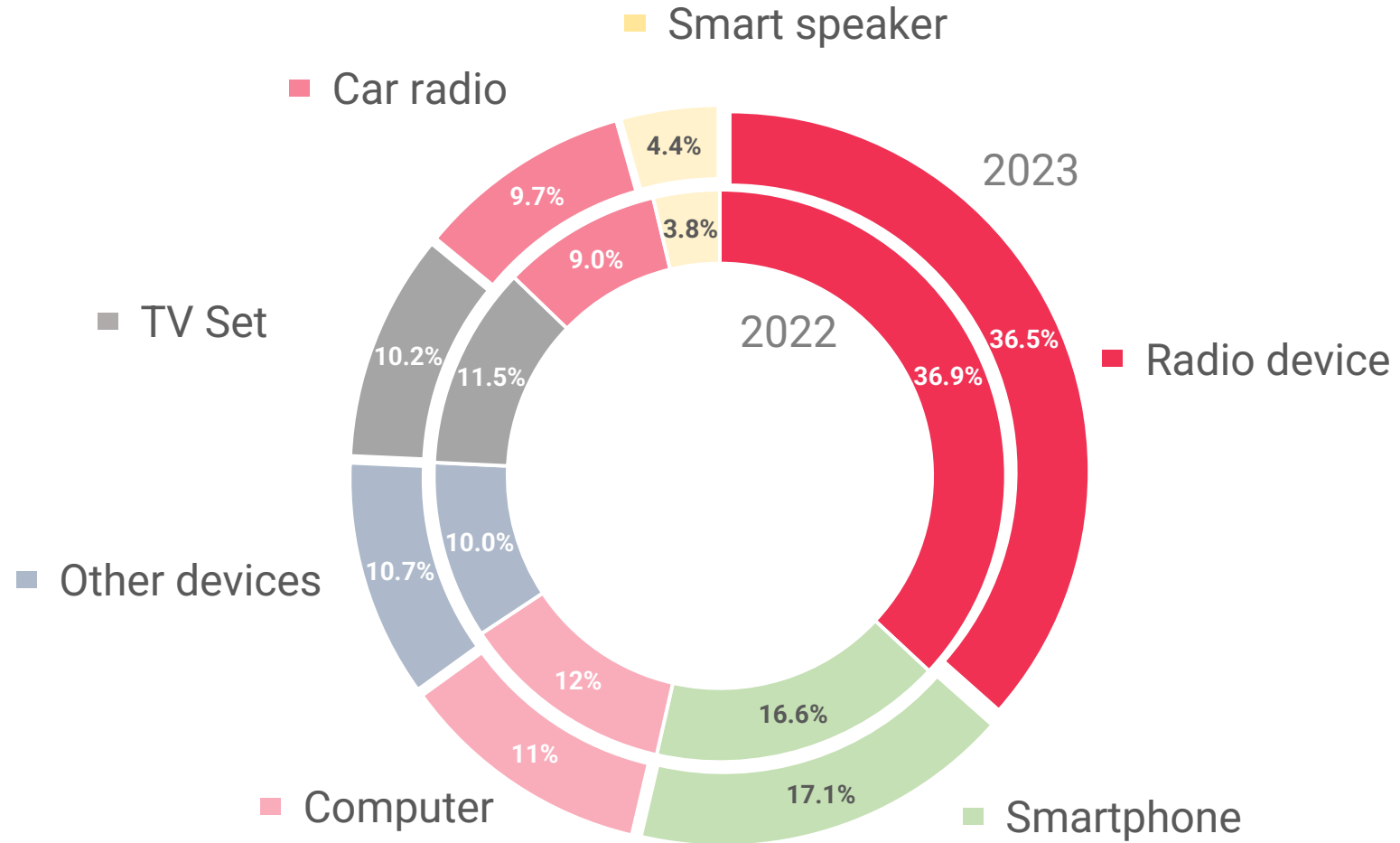
CIM Audio Time 23 – Share of location (All audio)



Back to normal ? Decrease of home listening and increase of all other location



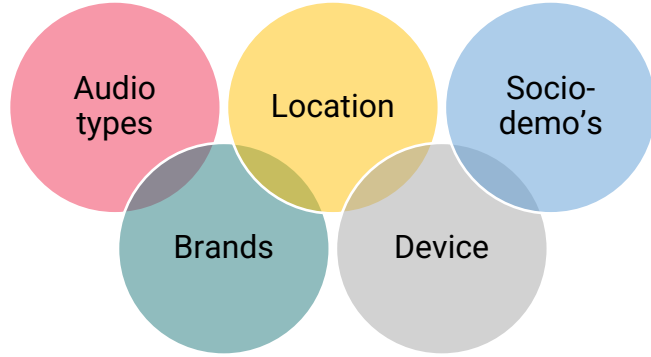
CIM Audio Time 23 – Share by devices



Strong (relative) progression of smart speakers (+17%)



CIM Audio Time 23 – The End ?



This is just a sneak preview...
Huge potential for additional analysis



See you next year for new evolutions ...